

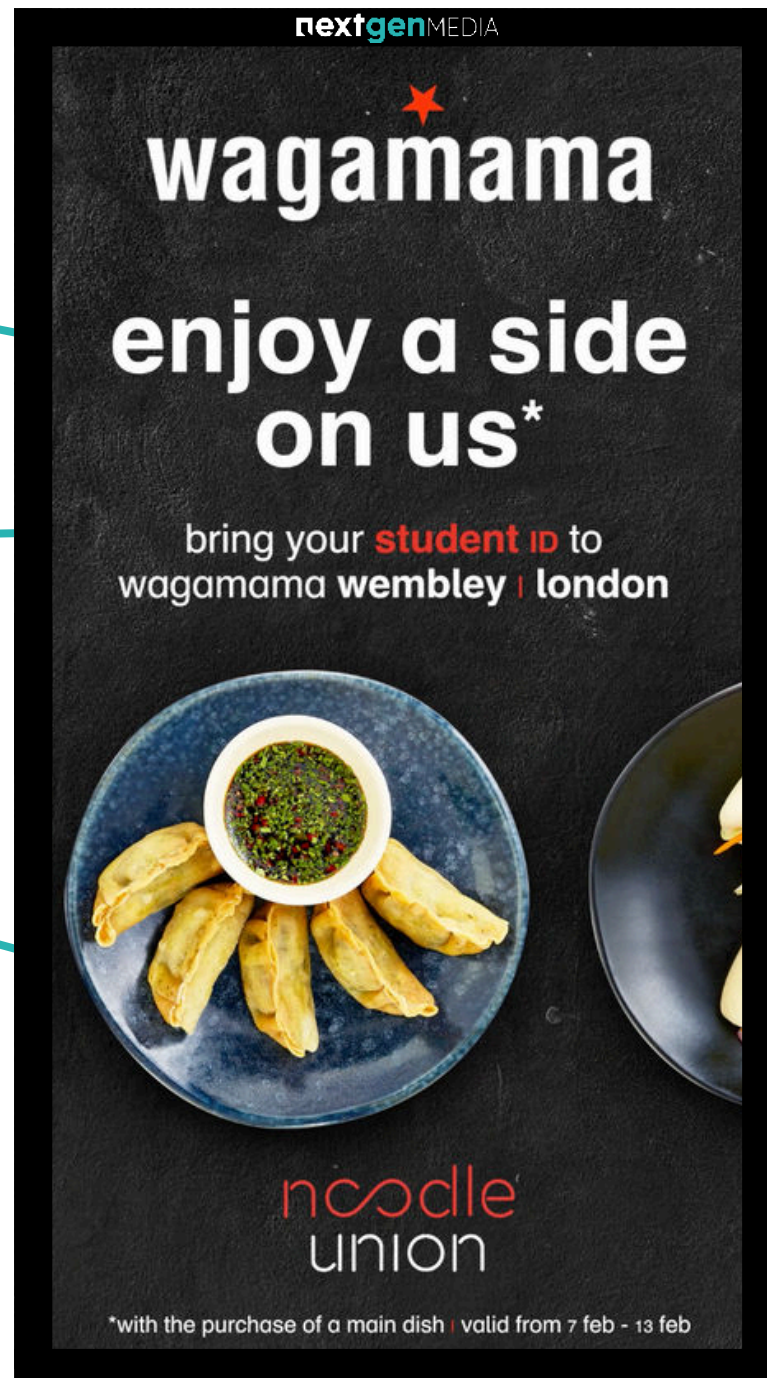


# Specs & Guidelines.

Clear CTA, no use of QR code

Contextual

Full motion video (MP4)



Big/clear logo

Readable from a distance

Localise your message

No sound



## Static content

Creative size:	1080 px x 1920 px portrait
File type:	JPEG/ PNG
Colour mode:	RGB
Audio:	None
Slot length:	10 seconds
Delivery format:	Files must be portrait

## Video content

Creative size:	1080 px x 1920 px portrait
File type:	MP4
Audio:	None
Frame rate:	25 fps
Slot length:	10 seconds
File size:	100MB or less

Send artwork to: [artwork@next-genmedia.com](mailto:artwork@next-genmedia.com) at least 48 working hours prior to campaign in-charge.